

Message Text

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SUBJECT: EXHIBITS: PHOTOGRAPHY-USA NOVOSIBIRSK SITE SURVEY

REF: USIA 28265

1. EMBOFF CALLAWAY AND EXHIBIT ADMINASST GARBAR MET WITH CHAMBER OF COMMERCE OFFICIALS GALINA GOTSOULIAK, GREGORY KUZMENKO, AND MARIA PETROV ON 22 SEPT TO DISCUSS THIRD CITY FOR "PHOTOGRAPHY USA" EXHIBIT. GARBAR HAD FOREWARNED CHAMBER THAT FACILITIES AVAILABLE NOVOSIBIRSK UNACCEPTABLE AND CHAMBER OFFICIALS WERE PREPARED TO DISCUSS PROBLEM.

2. CHAMBER EXPRESSED GREAT DISAPPOINTMENT AT OUR DECISION AND ASKED US TO RECONSIDER. CHAMBER STATED THAT REALISTICALLY WE HAD ONLY TWO CHOICES: EITHER ACCEPT NOVOSIBIRSK AS THIRD CITY OR SUFFER LONG DELAY AND ADDITIONAL EXPENSES WHILE A NEW CITY WAS BEING NEGOTIATED. THEY ADDED THAT NEVER HAD A CITY BEEN NEGOTIATED IN SUCH A SHORT PERIOD OF TIME, I.E., THE TWO MONTHS LEFT BEFORE PLANNED OPENING IN THIRD CITY. THEY REMINDED US HOW LONG THE NEGOTIATIONS WITH NOVOSIBIRSK HAD TAKEN.

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EM EMBOFF BROUGHT UP TBILISI, AS CHAMBER OFFICIALS HAD OFTEN MENTIONED THIS AS A POSSIBILITY. CHAMBER STATED THAT EVEN IF TBILISI WOULD AGREE TO ACCEPT EXHIBIT IMMEDIATELY, WHICH WAS DOUBTFUL, WE WOULD STILL HAVE TO DELAY THE BEGINNING OF SET UP UNTIL THE LAST WEEK IN JANUARY. THEY HAVE ONLY ONE PAVILION LARGE ENOUGH TO HOUSE THE EXHIBIT, THE SPORTS PALACE, AND THAT WILL BE OCCUPIED BY NEW YEAR'S FESTIVITIES DURING THE PLANNED SHOWING PERIOD. THE ONLY OTHER POSSIBILITY WOULD BE AT THE VDNKH, BUT THEIR LARGEST PAVILLION IS ONLY 700 SQUARE METERS. THERE IS AN ADJOINING SMALLER PAVILLION, BUT IT IS NOT HEATED. CHAMBER ALSO STATED THAT IF WE ARE WILLING TO SPLIT THE EXHIBIT INTO TWO PAVILLIONS, WE SHOULD BE WILLING TO SPLIT IT UP ONTO TWO FLOORS IN NOVOSIBIRSK. OFFICIALS ALSO EXPRESSED GRAVE DOUBTS ABOUT TBILISI'S WELCOMING OUR EXHIBIT AT THIS TIME. THEY HAVE ANOTHER INTERNATIONAL EXHIBITION THAT WILL BE CLOSING AT THE END OF OCTOBER AND MAY NOT WANT TO TIE UP THEIR FACILITIES WITH INTERNATIONAL EXHIBITS FOR SEVERAL MONTHS RUNNING.

4. WE BROUGHT UP THE POSSIBILITY OF OTHER CITIES, KUYBYSHEV IN PARTICULAR. CHAMBER INDICATED PESSIMISM ON THIS SCORE. THEY STATED THAT WE WOULD HAVE PROBLEMS WITH TIME IF WE WENT INTO A CITY WITH CHAMBER FACILITIES, BUT WOULD SUFFER EVEN GREATER DELAYS IF WE WERE TO NEGOTIATE FOR A CITY THAT HAD NO PREVIOUS EXHIBITS. THEY DID NOT REFUSE KUYBYSHEV FOR A FUTURE DATE, BUT STATED THAT IT WOULD BE IMPRACTICAL TO TRY TO NEGOTIATE IT FOR A THIRD CITY.

5. CHAMBER CERTAIN THAT PROBLEMS CONNECTED WITH THE HOLIDAYS WOULD PLAGUE US EVERYWHERE. THEY STATED THAT THE ONLY FOUR CITIES WITH EXHIBIT PAVILIONS LARGER ENOUGH TO ACCOMMODATE OUR EXHIBIT WERE MOSCOW, LENINGRAD, BAKU AND UFA. IN ANY OTHER CITY WE WOULD HAVE TO GO INTO SPORTS PALACES OR PALACES OF CULTURE, WHICH WILL ALL BE OCCUPIED BY HOLIDAY FESTIVITIES UNTIL AROUND FIRST OF FEBRUARY. THE ONLY OTHER POSSIBILITY WAS THE VDNKH FACILITIES, BUT LIMITED OFFICIAL USE

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MOST OF THESE ARE QUITE SMALL.

6. CHAMBER EMPHASIZED THAT THEY ARE NOT TRYING TO PUSH US INTO NOVOSIBIRSK, BUT KEPT REPEATING THAT REALISTICALLY WE HAD NO OTHER CHOICE, EXCEPT TO SERIOUSLY DELAY THE EXHIBIT. THEY DID BRING UP THE FACT THAT THEY HAD EXERTED CONSIDERABLE PRESSURE ON NOVOSIBIRSK OFFICIALS, WHO FELT, ALONG WITH

THE CHAMBER, THAT THE PAVILION WAS ADEQUATE, ALTHOUGH NOT IDEAL, AND THEY (NOVOSIBIRSK) WOULD NOT UNDERSTAND WHY WE WERE PULLING OUT. THEY FELT THIS MIGHT JEOPARDISE ANY FUTURE SHOWING IN THIS CITY.

7. WE EMPHASIZED THAT WE WERE NOT REJECTING NOVOSIBIRSK AS A CITY; THAT WE DID WANT TO GO THERE WITH A DOME IN THE SPRING. WE POINTED OUT THAT THE DESIGNER FELT THE SHOW WOULD BE SEVERELY AFFECTED BY SQUEEZING IT INTO THIS PAVILION AND WISHED TO PUT FORTH OUR BEST PRODUCT FOR SUCH AN IMPORTANT CITY.

8. WE ENDED THE CONVERSATION WITH A REQUEST THAT THE CHAMBER BE MORE RECEPTIVE TO THE IDEA OF NEW CITIES, MENTIONING THAT U.S. HAD BEEN MOST ACCOMMODATING IN MEETING REQUESTS FOR "SCIENTIFIC SIEBERIA" TO VISIT "CLOSED" CITIES.

9. COMMENT: OUR IMPRESSEION IS THAT CHAMBER IS BEING QUITE FRANK. ABOUT THE PROBLEMS OF SPACE DURING THE HOLIDAYS, AND IS SERIOUS IN OFFERING US A CHOICE BETWEEN MODIFYING THE EXHIBIT TO FIT AVAILABLE SITE IN NOVOSIBIRSK AND PUTTING OFF THIRD CITY UNTIL AFTER HOLIDAYS.
MATLOCK

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